

MEMO

To: Starbucks partners and managers

From: Communications Director

Date: February 15, 2015

Re: Policy regarding breastfeeding in store

The Starbucks Coffee Company prides itself in being an inclusive and community focused organization. The Starbucks experience is one that encourages and fosters connections between individuals.

We recognize that in years past we have failed to give thoughtful consideration to breastfeeding mothers – a significant group of our target demographic. There have been incidence reports of the inconsistent treatment of breastfeeding mothers and we are striving to rectify this situation.

Beginning in March 2015, our company will be solidifying its stance regarding breastfeeding in close to 12,000 American stores through the implementation of a new policy called “Breastfeeding in Store.”

The core components of the “Breastfeeding in Store” policy include:

- Breastfeeding is to be allowed in all stores across the United States of America
- Breastfeeding mothers should not be disturbed unless absolutely necessary
- If a mother inquires about a location to nurse, direct them to the lounge section of your store, if available

This new policy will ensure that all Starbucks customers feel valued and welcomed into our stores, further reflecting our company values.

Training implementation will proceed as follows:

- Incorporating policy into training program for new partners on Feb. 29, 2015
- Implementation of training for current partner to begin on March. 5, 2015 and conclude by August. 31, 2016

Please feel free to contact me if you have any further questions or concerns.

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